

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 5434
TO BE ANSWERED ON 25-03-2026**

PUBLIC INFORMATION CAMPAIGNS BY PIB IN WEST BENGAL

5434. SHRI KARTICK CHANDRA PAUL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the number and details of public information campaigns and initiatives conducted by the Press Information Bureau (PIB) in West Bengal especially targeting key Government programmes and schemes during the last three years;
- (b) whether PIB Kolkata has any plans to conduct “Vartalap” programmes in Raiganj, Uttar Dinajpur district and other districts of North Bengal to enhance public awareness and engagement with Government initiatives;
- (c) if so, the details of such planned Vartalap programmes including timelines and target districts; and
- (d) the steps taken by PIB to reach the remote and underdeveloped regions of North Bengal to ensure equitable dissemination of information?

ANSWER

**MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (d):

Vartalaps are media conclaves undertaken by Press Information Bureau (PIB) with journalists from small towns and rural areas. It’s objective is to create awareness about various schemes/ programs at the grass-root level through rural media. The PIB ensures that all regions, including remote and underserved areas, receive due attention during the Vartalap programs. To achieve

this, PIB Regional Offices rotate the locations of conducting the Vartalaps to ensure comprehensive coverage across all districts.

During the last three years, PIB, Kolkata has conducted 04 Vartalaps in North Bengal on the following places:

S. No.	Financial Year	Number of Vartalaps	Places
1	2023-24	1	Balurghat
2	2024-25	1	Cooch Behar
3	2025-26	2	Alipurduar and Siliguri

For remaining period of current year, PIB does not have specific plans to conduct any such Vartalap. Outreach efforts in remote and underdeveloped regions of North Bengal are also being undertaken through various initiatives, which plays a key role in ensuring equitable dissemination of information.
